

Maayke Fluitman, PharmD



- **Past**
- Community Pharmacist
- Vice President Royal Association of Pharmacists
- Pharmacy Governance Manager
- **Present**
- President Section Pharmacists Medicine & Society (Royal Association of Pharmacists)
- Chief Pharmaceutical Officer (Freelance)
- Owner care2create and SelfCareFactorY.com
- Associate Partner Altuition
- GS1 – Falsified Medicine Expert

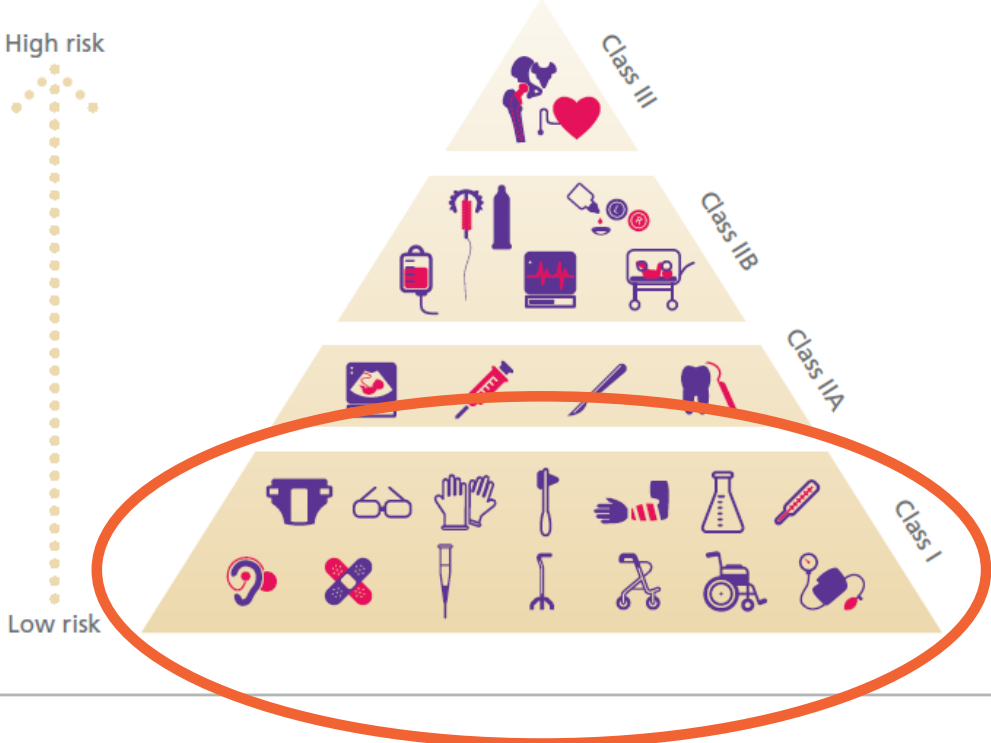


Legislation Europe



- UDI, May 2020
- FMD, February 9th 2019

UDI



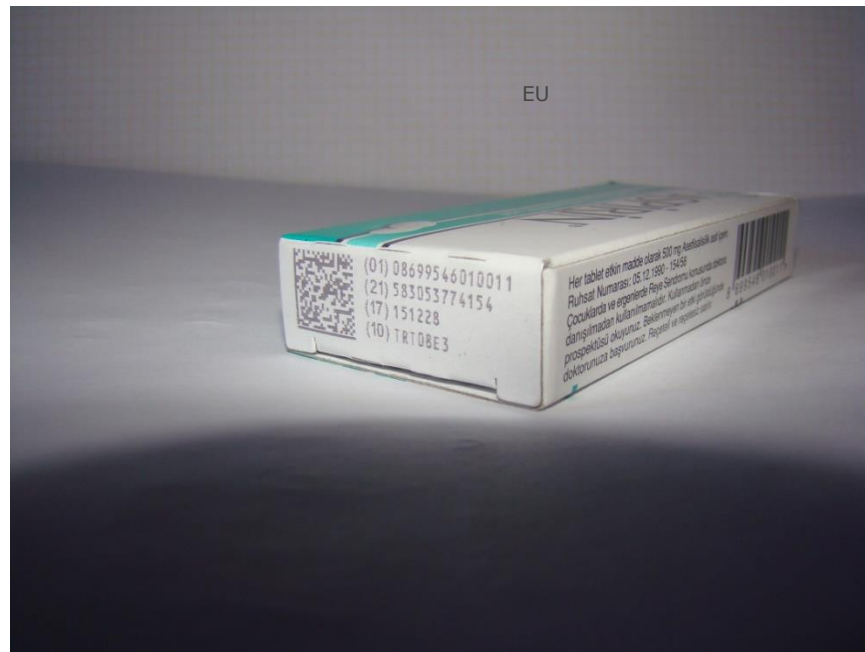


GTIN – Global Trade Item Number

Plus attributes

- Lot number
- Expiry date
- Serial number

- In a GS1 DataMatrix

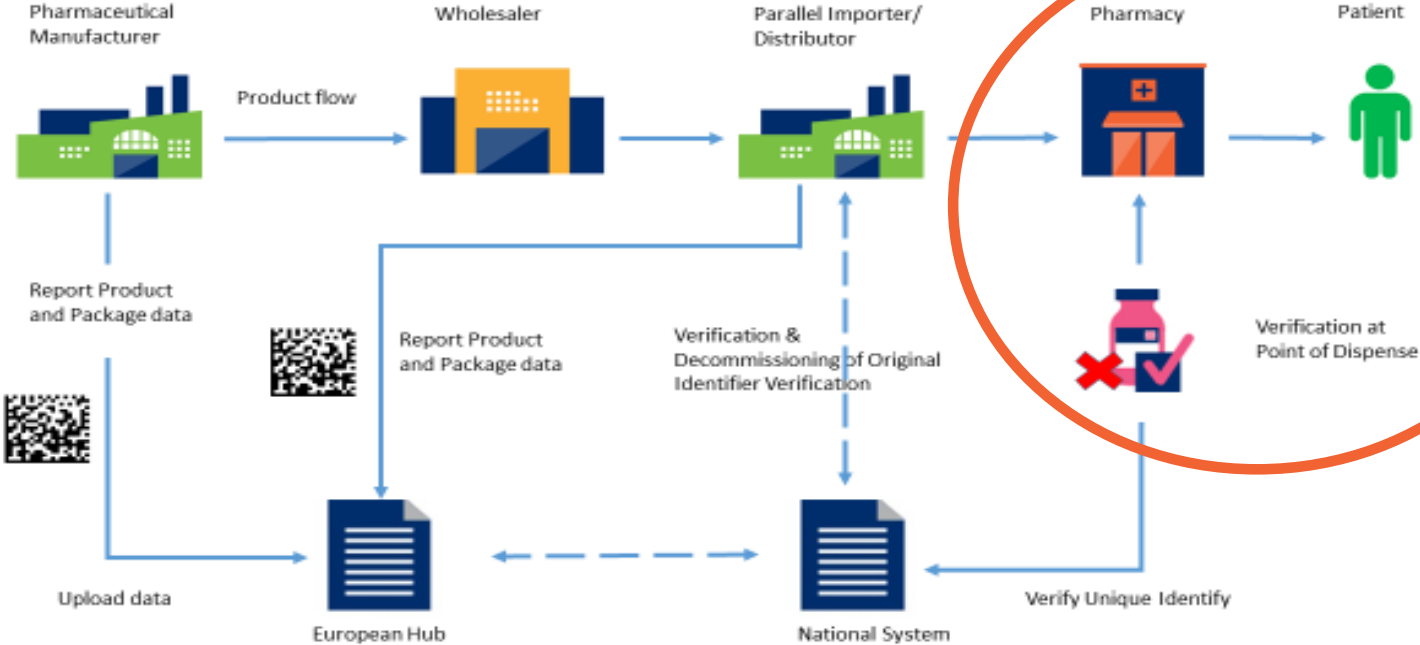


Regulatory requirements

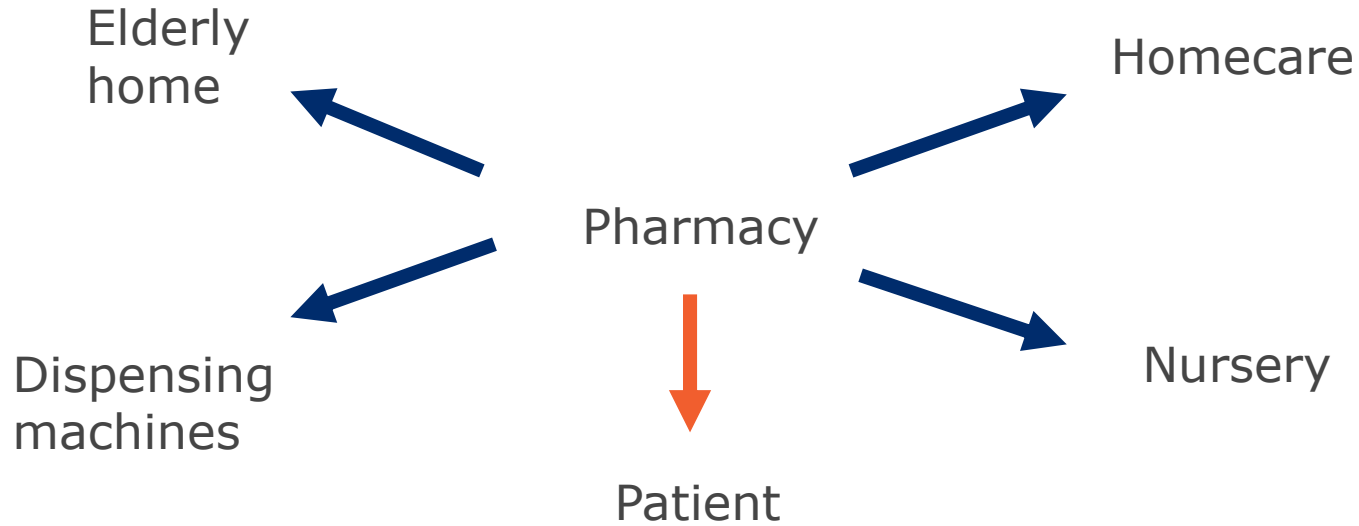


- DataMatrix
- Anti temper device
- European hub & national hub
- End to end control
- Near the patient

Supply Chain Pharmaceuticals



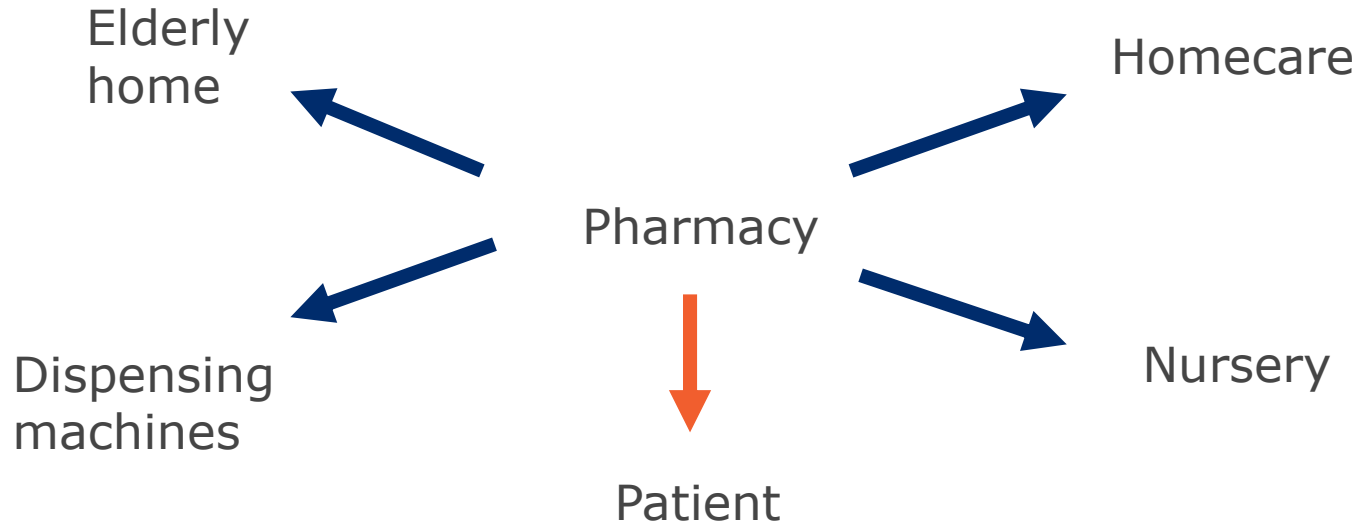
Dispensing



Dispensing Machine



Dispensing



Pharmacies in the Netherlands



- Workflow
 - Still a lot of old fashioned paperwork
- IT
 - Datamanagement
- GP

Impact FMD workprocesses Netherlands



Operational benefits



- Stockmanagement
 - Expiration date
 - Location
- Traceability
- Datamanagement

Healthcare benefits



- Real world evidence
- Pharmacovigilance (side effect, clinical data)
- Recall
- Compliance projects



Healthcare benefits



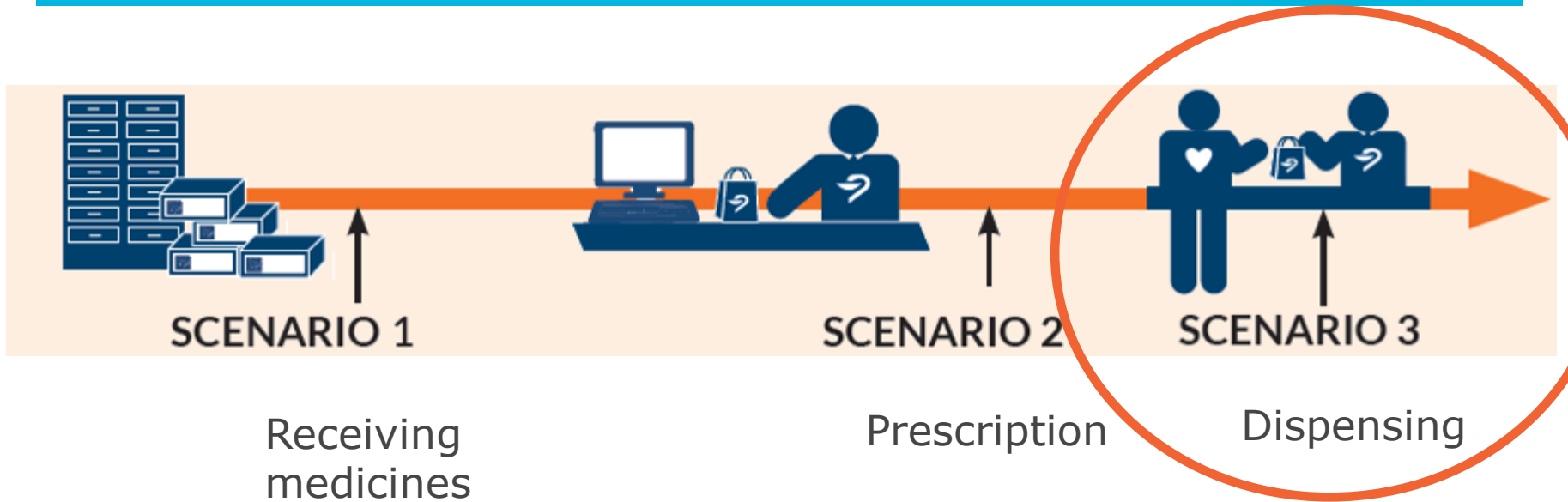
- Do we connect the patients to their medication?

Patient empowerment



- Personal Medical File: correct
- More digital available information
 - Patient information leaflet
 - Additional Instructions for Use

Impact FMD workprocesses Netherlands



Future opportunities



- How to connect the patient to:
 - Doctor
 - Nurse
 - Pharmacist
 - Other healthcare providers

GS1 identification in Healthcare



Item

GTIN

Global Trade Item Number



Location

GLN

Global Location Number



Relation

GSRN

Global Service Relation
Number

For all Those Born Before 1980!



- First, we survived being born to mothers who smoked and/or drank while they were pregnant. They took aspirin, ate blue cheese dressing, tuna from a can, and didn't get tested for diabetes.
- Then after that trauma, we were put to sleep on our tummies in baby cribs covered with bright colored lead-based paints.
- We had no childproof lids on medicine bottles, doors or cabinets and when we rode our bikes, we had no helmets, not to mention, the risks we took hitchhiking.
- As infants & children, we would ride in cars with no car seats, booster seats, seat belts or air bags. Riding in the back of a pick up on a warm day was always a special treat.
- We drank water from the garden hose and NOT from a bottle.
- We shared one soft drink with four friends, from one bottle and NO ONE actually died from this.

The new world



Access to data



Access to knowledge



Safe use